

**Listing of Claims:**

1. (previously presented) A system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel, comprising:

a plurality of local content source information streams;

a plurality of local broadcast identifying codes each associated with a respective one of said plurality of local content source information streams;

a formatting module adapted to insert said plurality of local broadcast identifying codes into respective ones of said plurality of local content source information streams; and

a digital radio transmitter adapted to transmit data packets each containing at least one of said plurality of local broadcast identifying codes and at least a portion of one of said plurality of local content source information streams;

wherein at least one of said plurality of local broadcast identifying codes is contained in a header of each data packet transmitted by said transmitter.

2. (canceled)

3. (original) The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said transmitter transmits said data packets in a time division multiplex scheme.

4. (original) The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said transmitter transmits said data packets in a time division multiplex scheme.

5. (original) The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a local geographic area within a general broadcast area serviced by said system.

6. (original) The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a postal code.

7. (original) The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a zip code.

8. (original) The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes are each based on a respective geographic area.

9. (original) The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said system for transmitting is included within a satellite broadcast system.

10. (original) The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said system for transmitting is included within a wired cable broadcast system.

11. (previously presented) A method for transmitting a plurality of local broadcast information streams within a common channel, comprising:

associating one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams; and

transmitting a digital radio signal over said common channel, said digital radio signal comprising a plurality of data packets each containing one of said plurality of content information streams and an associated one of said plurality of unique local broadcast identifying codes;

wherein at least one of said plurality of unique local broadcast identifying codes are included in respective header portions of said data packets.

12. (original) The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

said local content information streams are each a digital audio broadcast information stream.

13. (original) The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

each of said unique local broadcast identifying codes are associated with a local geographic area within a general broadcast area.

14. (original) The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 13, wherein:

said general broadcast area is nationwide.

15. (original) The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, further comprising:

formatting data packets for each of said plurality of local content information streams.

16. (canceled)

17. (original) The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

said common channel is a digital audio broadcast channel.

18. (previously presented) Apparatus for transmitting a plurality of local broadcast information streams within a common channel, comprising:

means for associating one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams; and

means for transmitting a digital radio signal over said common channel, said digital radio signal comprising a plurality of data packets each containing one of said plurality of content information streams and an associated one of said plurality of unique local broadcast identifying codes;

wherein said means for transmitting includes means for including at least one of said plurality of unique local broadcast identifying codes in respective header portions of said data packets.

19. (original) The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, wherein:

said local content information streams are each a digital audio broadcast information stream.

20. (original) The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, wherein:

said means for associating associates each of said unique local broadcast identifying codes with a local geographic area within a general broadcast area.

21. (original) The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 20, wherein:

said general broadcast area is nationwide.

22. (original) The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, further comprising:

means for formatting data packets for each of said plurality of local content information streams.

23. (canceled)

24. (original) The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, wherein:

said common channel is a digital audio broadcast channel.

25. (previously presented) An information stream combiner for a digital audio broadcast transmitter, comprising:

- a local audio content source;
- a module adapted to packetize said local audio content source;
- a local broadcast identifying code storage element; and
- a processor adapted to insert a local identifying code obtained from said local broadcast identifying code storage element into each data packet containing at least a portion of said local audio content source;

wherein said processor is further adapted to insert said local identifying code into a header portion of each data packet.

26. (canceled)

27. (original) The information stream combiner for a digital audio broadcast transmitter according to claim 25, wherein:

said local identifying code is a zip code.

28. (original) The information stream combiner for a digital audio broadcast transmitter according to claim 25, further comprising:

an audio encoder to compress a transmitted data rate with respect to said local audio content source.

29. (currently amended) A method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system, comprising:

- monitoring said common channel for a local audio transmission associated with a geographic location of a receiver;

- playing back said local audio content source information stream if a monitored local audio transmission is associated with said geographic location of said receiver;

- storing a unique local broadcast identifying code associated with said geographic location of said receiver;

said monitoring including a search of each detected data packets for said unique local broadcast identifying code contained therein corresponding to a transmission associated with said geographic location of said receiver.

30. (canceled)

31. (previously presented) The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, wherein:

said unique local broadcast identifying code is a zip code.

32. (original) The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, further comprising:

preempting reception of a general broadcast during reception of transmissions relating to said geographic location of said receiver.

33. (original) The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, further comprising:

superimposing transmissions associated with said geographic location of said receiver with transmissions relating to a general broadcast.